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MARKETING CHARGES FOR Carrots

Sold in Pittsburgh, Pa.,
Dec. 1949-June 1950
and in
Cleveland, Ohio
Feb.-June, 1950

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U. S. DEPARTMENT OF AGRIC.

By Henry T. Rodger
Agricultural economist

Marketing Research
Report No. 31

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS

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Members of the National League of Wholesale Fresh Fruit and Vegetable Distributors, United Fresh Fruit and Vegetable Association, and National Association of Food Chains, and cooperating retailers and wholesalers in Pittsburgh and Cleveland assisted in developing procedures for obtaining the information in this bulletin. Representatives of the Market News Service and the other divisions of the Fruit and Vegetable Branch of the Production and Marketing Administration also gave advice as to procedures. The Washington Agricultural Experiment Station assisted in the Pittsburgh study. The author wishes to acknowledge the assistance of H. Wayne Bitting and D. B. DeLoach, under whose direction these studies were conducted.

These studies were made under authority of the Agricultural Marketing Act of 1946 (RMA, Title II). The Cleveland data were collected under contract by the Market Research Corporation of America, formerly the Industrial Surveys Company, Inc.

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MARKETING CHARGES FOR CARROTS SOLD IN PITTSBURGH, PA., DECEMBER 1949-JUNE 1950, AND IN CLEVELAND, OHIO, FEBRUARY-JUNE 1950

By Henry T. Badger, Agricultural Economist

889091

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INTRODUCTION

This is a report of the charges made at each step in the marketing process for carrots. It takes into consideration the services rendered by marketing agencies, and the channels through which carrots move from producing areas to consumers in Pittsburgh and Cleveland.

The report provides specific information on marketing margins for carrots according to size of bunch and producing area. Margins are shown for retail stores grouped according to their methods of buying produce. Data in sufficient detail to relate margins and services are not provided by the regular price-reporting agencies. For those interested in improving the marketing of farm products, exact information of the type given in this report is a necessary prerequisite to studies of marketing efficiency.

Facts such as these should be useful to buyers and sellers of fresh fruits and vegetables. Likewise, farmers and shippers may find that the information will help them to become better acquainted with marketing channels, pricing practices, and margins taken by handlers and service agencies that play a part in the assembling and distribution of products from farms to consumers. The report also provides farmers and shippers with a sound basis for appraising the charges made by marketing agencies for services performed.

With these needs in view, the Bureau of Agricultural Economics, during 1949 and 1950, obtained data on marketing margins, costs, and trade practices for the more important fresh fruits and vegetables sold in Pittsburgh, Pa., and Cleveland, Ohio. Similar studies were carried out in Denver, Colo., and Charlotte, N. C. This report on carrots is one of a series of commodity reports to be issued on the results of these studies.

SUMMARY

This study was based upon data collected in 30 retail stores in Pittsburgh and 20 retail stores in Cleveland. In Pittsburgh, the period studied was from December 1949 through June 1950 and in Cleveland from February through June 1950.

Marketing margins. - Marketing margins for carrots have been determined from f.o.b. shipping point in California-Arizona and Texas through each step in the marketing process to consumers in Pittsburgh, Pa., and Cleveland, Ohio. For size 72 Western carrots, that is California and Arizona carrots combined, sold in Pittsburgh, marketing charges from f.o.b. shipping point for the 7 months averaged $4.69 per crate, or 65.2 percent of the consumer's dollar. (Size indicates the actual number of bunches of carrots packed in a standard crate. Size 72's are commonly known to the trade as 6's, meaning 6 dozen bunches per crate.) During the same period Texas carrots averaged $3.79 per crate, or 60.1 percent. In Cleveland the 5-month average marketing charge for size 72 Western carrots was $4.33 per crate, or 65.1 percent of the consumer's dollar; while carrots from Texas averaged $4.03 per crate, or 63.7 percent. Charges for services at shipping point were not included. When marketing charges for both cities are compared for February through June, the charges are lower in Pittsburgh than in Cleveland for both Western and Texas carrots.

Source of supply. - Most of the bunched carrots sold by the stores that comprised the samples in Pittsburgh and Cleveland during the respective periods were from California, Arizona, and Texas. In Cleveland about 98 percent of the quantity sold were from these States. This compares with the total unload figures (rail and truck) for the Cleveland market, which show that about 97 percent were of this origin. This comparison cannot be made for the Pittsburgh data as truck unloads are not reported for this market.

Retail prices. - The retail price for size 72 carrots averaged 9.7 cents a bunch in Pittsburgh from December through June and 9.3 cents a bunch in Cleveland from February through June. California carrots brought the highest selling price in both cities. In both cities the retail price was lowest during March. In Pittsburgh it was highest during December and in Cleveland it was highest during June.

Retail margins. - Retail margins for size 72 Western carrots sold in the sample stores in Pittsburgh averaged $1.87 per crate, or 26 percent of the consumer's dollar during the 7 months ($1.52 per crate and 23.6 percent from February through June); in Cleveland from February through June the retail margin averaged $1.65 per crate, or 24.8 percent. For Texas carrots, the retail margin averaged $1.55 per crate, or 24.6 percent of the consumer's dollar ($1.40 per crate and 23.2 percent during the 5 months), compared to $1.71 per crate, or 27 percent, in Cleveland. Monthly retail margins varied considerably among stores in both cities. Direct comparisons between the data for Pittsburgh and Cleveland should be made on a 5-month basis.

No constant percentage or dollars-and-cents margin was followed by the sample stores in Pittsburgh or Cleveland. Both percentage margins and dollars-and-cents margins varied within individual stores as well as among stores.

The 30 retail stores in Pittsburgh and the 20 retail stores in Cleveland were grouped according to their methods of buying carrots at wholesale. Lowest retail margins for both Western and Texas carrots were found in the chain stores which bought in larger quantities. Independent stores that bought from initial receivers and secondary handlers obtained the highest retail margin for both Western and Texas carrots in both cities. A slightly lower margin was taken by the independent stores that bought from service wholesalers and trucker jobbers. The highest selling price was found in this latter group of stores for both Texas and Western carrots in Pittsburgh and Cleveland. Chain stores averaged the lowest selling price.

Chain food stores sold about 70 percent of the quantity of Western and Texas carrots in the Pittsburgh sample stores, and independently operated stores sold 30 percent. In Cleveland the ratio was 55-percent chain and 45-percent independent.

Waste and spoilage. - Waste and spoilage at the retail level were slightly higher for Texas than for Western carrots in the sample stores in both cities. In Pittsburgh waste and spoilage for Texas carrots averaged 3.36 percent of the quantity bought from December through June; in Cleveland it amounted to 3.04 percent from February through June. For Western carrots waste and spoilage amounted to 2.20 and 1.87 percent of the quantity bought by the sample stores in Pittsburgh and Cleveland respectively. (Refer to page 32 for a description of the procedure used in handling waste and spoilage for computing the retail margins.)

Wholesale margins. - The wholesale margin averaged about 10 percent of the consumer's dollar for Western and Texas carrots in both cities during the respective periods studied. The margin varied considerably from month to month in both cities.

Transportation charges. - The average charge for transporting carrots from points in California and Arizona to the terminal market in Pittsburgh was $1.93 per crate; to Cleveland, $1.86 per crate. For Texas carrots in Pittsburgh the charge was $1.59 per crate and in Cleveland $1.51 per crate. This represents a transportation differential of 34 cents a crate between Western and Texas carrots sold in Pittsburgh and 35 cents a crate in Cleveland. The transportation margin includes charges for freight and icing, and the Federal transportation tax.

The difference in transportation charges for Western and Texas carrots was apparently reflected in the delivered store price and the retail selling price in the sample stores in both Pittsburgh and Cleveland. In both cities the delivered store price and the retail selling price are lower for Texas carrots, at least by the amount of the differences in the transportation charges. The effect of quality on this difference in price could not be ascertained in either city.

Seasonal sales. - The retail price pattern for carrots apparently responded to the seasonal market supply during most of the 7 months studied in the sample stores in Pittsburgh. However, in Cleveland little or no response was evident during the 5 months studied. In Pittsburgh the largest quantity of carrots was sold during March. These averaged the lowest selling price. In December, when the quantity sold was lowest, the selling price was highest. In the Cleveland sample stores these relationships were not evident.

SOURCE OF SUPPLY AND METHOD OF SALE

California, Arizona, and Texas supplied practically all the bunched carrots for the sample stores in Pittsburgh from December 1949 through June 1950 and in Cleveland from February through June 1950. In Cleveland about 99 percent of the carrots handled were from these States (table 1). This compares with the total unload figures (rail and truck) for the Cleveland market, which show that about 97 percent were of this origin. This comparison cannot be made for Pittsburgh, because truck unloads are not reported in this market. Table 2 shows combined rail and truck unloads for Cleveland and rail unloads for Pittsburgh.

Size 72 bunched carrots was the predominant size sold in both cities. Retail prices for carrots were quoted on a bunch or a pound basis. Sales on a pound basis (mostly with the tops removed) were of minor importance; they accounted for about 6 percent of the quantity sold in Pittsburgh and for less than 1 percent in Cleveland. Most of these carrots were from local producing areas in Ohio and Pennsylvania.

Table 1. - Quantity of bunched carrots sold, by State of origin and by size, 30 sample retail stores in Pittsburgh, December 1949-June 1950, and 20 sample retail stores in Cleveland, February-June 1950

State of origin	Percentage of quantity sold					
	Pittsburgh			Cleveland		
	Size 72	Other sizes	Total	Size 72	Other sizes	Total
	Percent	Percent	Percent	Percent	Percent	Percent
Arizona	12.60	0.74	13.34	10.70	0.05	10.75
California	40.71	2.63	43.34	54.94	.07	55.01
Texas	37.72	2.73	40.45	31.80	.39	32.19
Other 1/	.12	.07	.19	.12	.08	.20
Unidentified	2.61	.07	2.68	1.85	.00	1.85
Total	93.76	6.24	100.00	99.41	.59	100.00

1/ Pittsburgh: "Other" includes the following States: Alabama, Florida, Idaho, and New Mexico. Cleveland: "Other" includes the following States: Florida, Ohio, and Tennessee.

Table 2. - Carrots: Monthly carlot unloads, by State of origin, Pittsburgh, December 1949-June 1950, and Cleveland, February-June 1950

Item	Unloads								Percentage of total
	December	January	February	March	April	May	June	Total	
	Carlot	Carlot	Carlot	Carlot	Carlot	Carlot	Carlot	Carlot	Percent
Pittsburgh 1/									
California	37	12	1	6	18	34	30	138	33
Arizona	12	9	0	7	14	21	40	103	24
Texas	0	39	57	51	26	10	0	183	43
Total	49	60	58	64	58	65	70	424	100
Cleveland 2/									
California	---	---	10	28	36	53	35	162	52
Arizona	---	---	4	8	8	17	23	60	19
Texas	---	---	35	27	11	7	1	81	26
Other	---	---	4	4	1	0	0	9	3
Total	---	---	53	67	56	77	59	312	100

1/ Rail unloads only.
2/ Rail and truck unloads combined.

Unloads of Fresh Fruits and Vegetables at Pittsburgh, 1949 (annual summary); Unloads of Fresh Fruits and Vegetables at Pittsburgh, 1950 (annual summary); and Unloads of Fresh Fruits and Vegetables at Cleveland, 1950 (annual summary).

This study was based upon the equivalent of 125,190 bunches of carrots sold in Pittsburgh and the equivalent of 98,590 bunches sold in Cleveland during the respective periods studied. 1/ In order to simplify the analysis of these data, the report is concerned chiefly with size 72 bunched carrots from the three major States of origin. These carrots accounted for 91 percent of the quantity sold in the sample stores in Pittsburgh and for 97 percent sold in the Cleveland stores.

SEASONAL PATTERN OF CARROT SALES

The average retail price for size 72 carrots was about the same in both cities during the respective periods studied (table 3). California carrots brought the highest selling price per bunch and Texas carrots brought the lowest selling price in both Pittsburgh and Cleveland.

The quantity of carrots sold each month in Pittsburgh increased from December through March and was followed by a decrease each succeeding month through June. In Cleveland the trend in sales of carrots was downward each month from February through June, except May (table 4). Prices of carrots were lowest during March in both cities.

Sales of carrots by major States of origin also were seasonal. As the quantity of Texas carrots sold in the sample stores declined from February through June, the quantity of Western carrots sold increased. Thus the three States - California, Arizona, and Texas - maintained a fairly uniform supply for these two markets from February through June in both cities (fig. 1).

The average monthly retail price for all bunched carrots sold in Pittsburgh was highest during December. It then declined to a low in March, rising again through May. Throughout the study retail prices apparently responded to the supply situation; however, during the latter part of the study the response of price to the quantity sold was weaker (fig. 2).

In Cleveland the selling price gradually declined during February and March and rose through June. However, the average price varied only about half a cent a bunch during the entire 5-month period. The quantity of bunched carrots sold varied from month to month in the Cleveland stores. Unlike Pittsburgh, retail prices apparently responded little, if at all, to the supply situation.

1/ By assuming that a bunch of carrots weighs approximately a pound, the net weight of a crate of size 72 carrots is 75 pounds, it is possible to ascertain the relative proportion of bunched to topped carrots (pound sales).

Table 3. - Average selling price of bunched carrots, by State of origin and by size, in 30 sample retail stores, Pittsburgh, December 1949-June 1950, and in 20 sample retail stores, Cleveland, February-June 1950

State of origin	Selling price per bunch					
	Pittsburgh			Cleveland		
	Size 72	Other sizes	Total	Size 72	Other sizes	Total
	Cents	Cents	Cents	Cents	Cents	Cents
Arizona	9.6	9.9	9.6	9.2	10.0	9.2
California	10.4	9.3	10.3	9.4	12.0	9.4
Texas	9.1	7.0	9.1	9.1	10.8	9.1
Other 1/	11.4	8.3	10.3	9.6	.0	9.6
Unidentified	9.7	13.1	9.8	10.8	14.5	12.3
Average	9.7	9.3	9.7	9.3	11.4	9.3

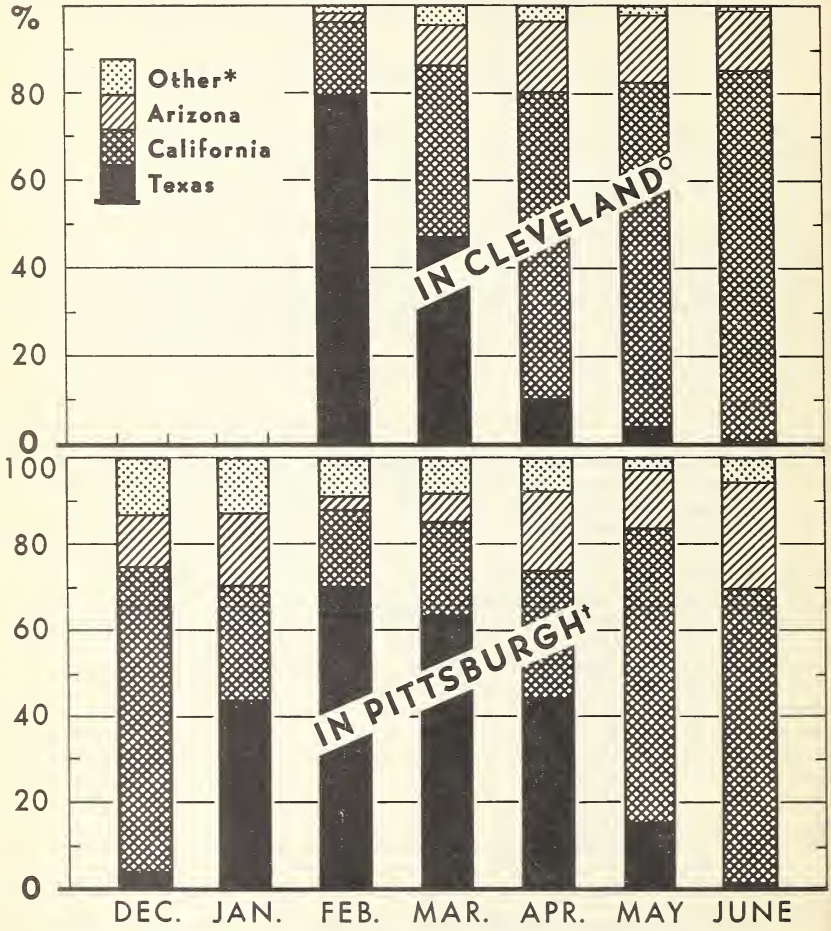
1/ Pittsburgh: "Other" includes the following States: Alabama, Florida, Idaho, and New Mexico. Cleveland: "Other" includes the following States: Florida, Ohio, and Tennessee.

Table 4. - Monthly quantity sold and selling price per bunch for all bunched carrots sold in 30 sample retail stores, Pittsburgh, December 1949-June 1950, and in 20 sample retail stores, Cleveland, February-June 1950

Months	Pittsburgh		Cleveland	
	Quantity sold	Selling price per bunch	Quantity sold	Selling price per bunch
	1,000 bunches	Cents	1,000 bunches	Cents
December	14.4	13.0	---	---
January	16.0	11.2	---	---
February	18.7	9.1	23.1	9.4
March	20.3	8.3	22.5	9.1
April	18.0	8.9	16.2	9.2
May	15.5	9.2	19.0	9.3
June	14.8	9.2	17.5	9.6
Total	117.7	9.7	98.3	9.3

PERCENTAGE MONTHLY SALES OF CARROTS BY STATE OF ORIGIN

Sold in Cleveland, Ohio, and Pittsburgh, Pa., 1949-50



*INCLUDES BOTH BUNCH AND POUND SALES COMBINED

† 30 SAMPLE STORES, DECEMBER 1949–JUNE 1950

° 20 SAMPLE STORES, FEBRUARY–JUNE 1950

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Figure 1

QUANTITY SOLD AND RETAIL PRICE OF WESTERN AND TEXAS BUNCHED CARROTS

Sold in Cleveland, Ohio, and Pittsburgh, Pa., 1949-50

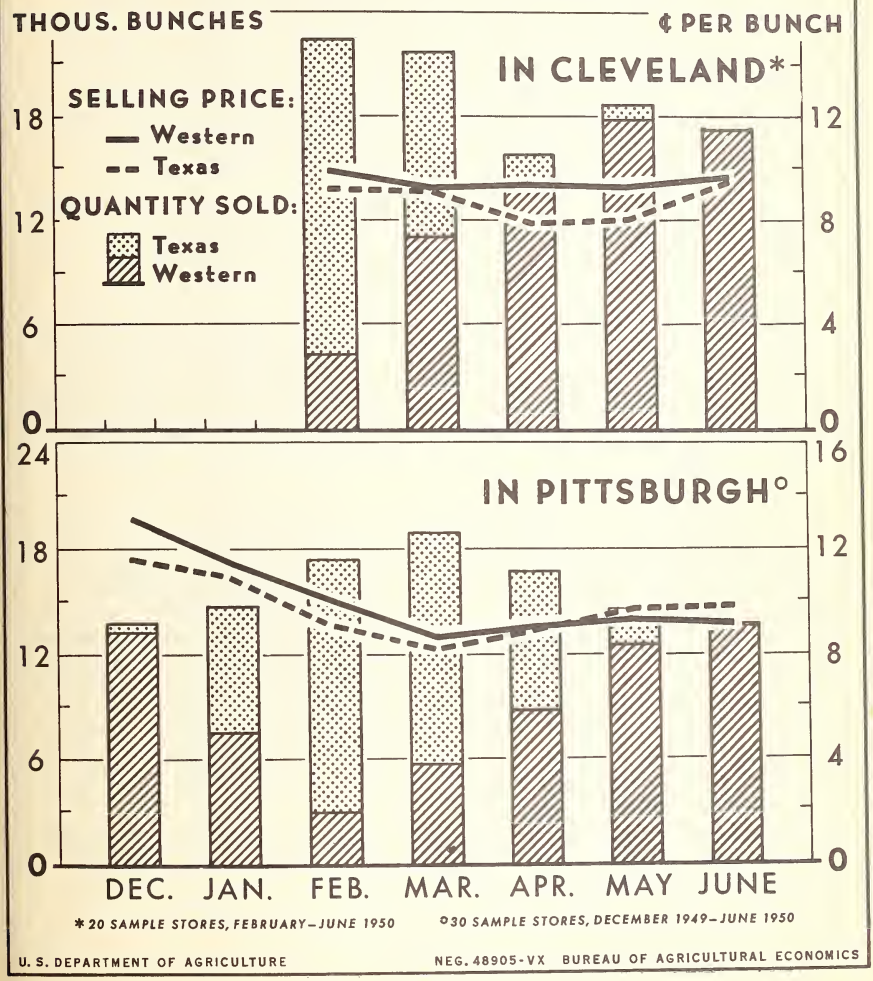

Figure 2

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MARGINS BETWEEN SHIPPING POINT AND CONSUMER

Marketing charges amounted to about 65 percent of the consumer's dollar for Western carrots and 60 percent for Texas carrots sold in Pittsburgh. The charges for moving a crate of size 72 bunched carrots from f.o.b. shipping point in California or Arizona to consumers in Pittsburgh averaged $4.69 per crate from December 1949 through June 1950. Marketing charges for size 72 Texas carrots sold in Pittsburgh averaged $3.79 per crate. In Cleveland, from February through June 1950, marketing charges averaged $4.33 per crate for Western carrots, or about 65 percent of the consumer's dollar. The average for Texas carrots was $4.03 per crate, or about 64 percent of the consumer's dollar. Services performed at shipping point were not included in these marketing charges. Inclusion of certain of the charges at shipping point would have been desirable to permit determination of the margins from producer to consumer.

Marketing charges from February through June 1950 for Western carrots in Pittsburgh averaged 5 cents per crate less than for those sold in Cleveland. They averaged 41 cents per crate lower for Texas carrots sold in Pittsburgh than for those sold in Cleveland (table 5). 2/

Distribution of the average realized retail price from the sale of size 72 Western and Texas carrots is shown according to marketing functions - for Pittsburgh in figure 3 and table 6, and for Cleveland in figure 4 and table 7. These functions include (1) retailing, (2) wholesaling, (3) brokerage, (4) transporting services from f.o.b. shipping point to terminal market, and (5) services performed by growers and shippers prior to establishing the f.o.b. shipping-point price.

Retail Margin

Average retail margins for Western and Texas carrots sold in the Pittsburgh and Cleveland sample stores from February through June were relatively similar for the two cities. The retail margin for size 72 Western carrots sold in the sample stores in Pittsburgh averaged 23.6 percent of the consumer's dollar compared to 24.8 percent for Cleveland (table 5). For the same sized Texas carrots sold in the sample stores in Pittsburgh, the retail margin averaged 23.2 percent of the consumer's dollar; in Cleveland the average margin was 27 percent. Although the average retail margins are relatively similar for the respective periods described, margins varied considerably among stores as well as among months studied in both cities (Appendix tables 21-24).

2/ Throughout the remainder of this report when direct comparisons are made between the two cities, the 5 months from February through June are used unless otherwise stated.

Table 5. - Marketing margins for size 72 Western and Texas bunched carrots sold in Pittsburgh and Cleveland, 5-month average, February-June 1950

Item	Price or margin per crate							
	Pittsburgh				Cleveland			
	Western		Texas		Western		Texas	
	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Realized retail sales value	1/ 6.44	100.0	2/ 6.04	100.0	3/ 6.65	100.0	4/ 6.33	100.0
Retail margin	1.52	23.6	1.40	23.2	1.65	24.8	1.71	27.0
Price delivered retail store	4.92	76.4	4.64	76.8	5.00	75.2	4.62	73.0
Wholesale margin	.76	11.8	.61	10.1	.72	10.8	.71	11.2
Price f.o.b. car, terminal market	4.16	64.6	4.03	66.7	4.28	64.4	3.91	61.8
Brokerage charge	.07	1.0	.02	.3	.10	1.5	.10	1.6
Transportation charge	1.93	30.0	1.59	26.3	1.86	28.0	1.51	23.9
Price f.o.b. shipping point	2.16	33.6	2.42	40.1	2.32	34.9	2.30	36.3
Marketing margins from f.o.b. shipping point	4.28	66.4	9.62	59.9	4.33	65.1	4.03	63.7

1/ Retail price for 70.4 bunches (72 bunches minus 1.6 bunches waste)
2/ Retail price for 69.6 bunches (72 bunches minus 2.4 bunches waste)
3/ Retail price for 70.7 bunches (72 bunches minus 1.3 bunches waste)
4/ Retail price for 69.8 bunches (72 bunches minus 2.2 bunches waste)

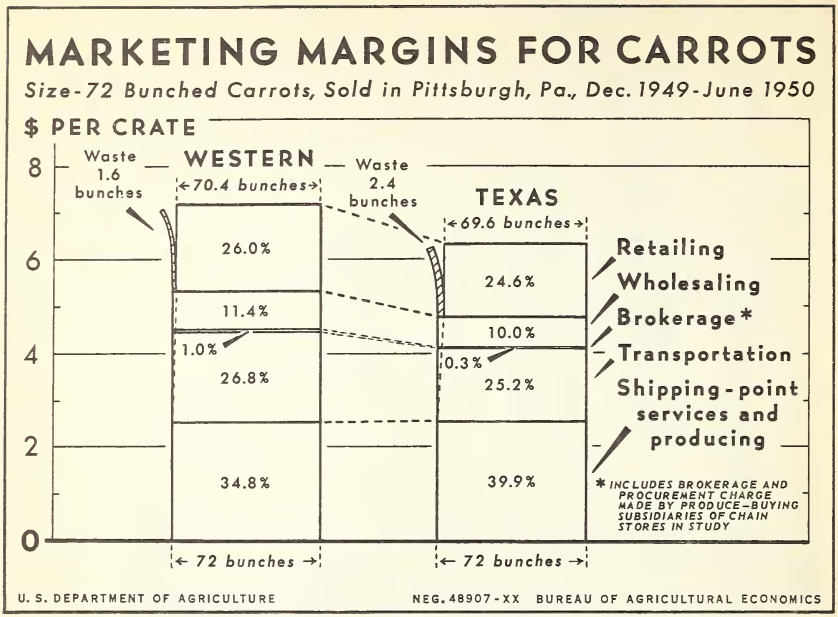

Figure 3.

Table 6. - Marketing margins for size 72 Western and Texas bunched carrots sold in Pittsburgh, average, December 1949-June 1950

Item	Price or margin per crate			
	Western		Texas	
	Actual	Percentage of sales value	Actual	Percentage of sales value
	Dollars	Percent	Dollars	Percent
Realized retail sales value	1/ 7.19	100.0	1/ 6.31	100.0
Retail margin	1.87	26.0	1.55	24.6
Price delivered retail store	5.32	74.0	4.76	75.4
Wholesale margin	.82	11.4	.63	10.0
Price f.o.b. car, Pittsburgh	4.50	62.6	4.13	65.4
Brokerage charge	.07	1.0	.02	.3
Transportation charge	1.93	26.8	1.59	25.2
Price f.o.b. shipping point	2.50	34.8	2.52	39.9

1/ Adjusted for waste and spoilage.

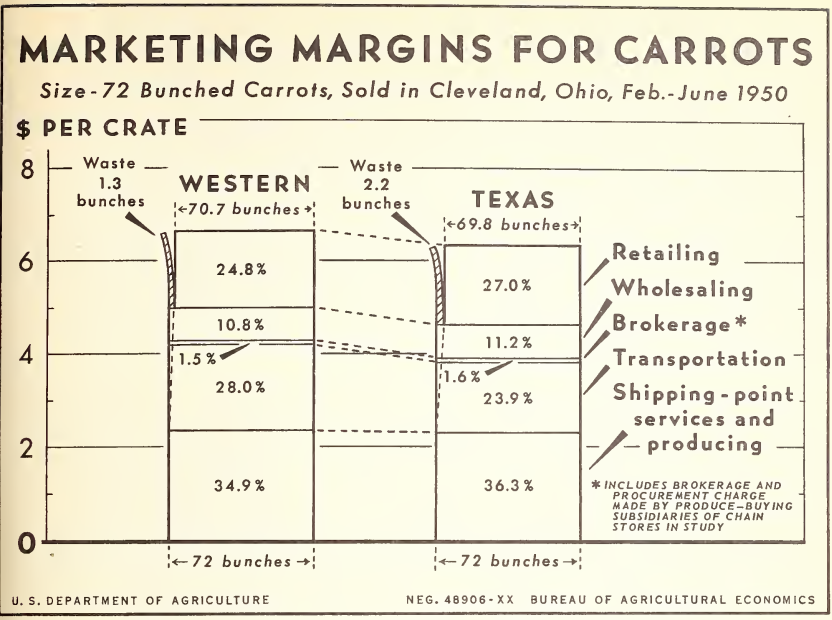

Figure 4.

Table 7. - Marketing margins for size 72 Western and Texas bunched carrots sold in Cleveland, average, February-June 1950

Item	Price or margin per crate			
	Western		Texas	
	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value
	Dollars	Percent	Dollars	Percent
Realized retail sales value	1/ 6.65	100.0	1/ 6.33	100.0
Retail margin	1.65	24.8	1.71	27.0
Price delivered retail store	5.00	75.2	4.62	73.0
Wholesale margin	.72	10.8	.71	11.2
Price f.o.b. car, Cleveland	4.28	64.4	3.91	61.8
Brokerage charge	.10	1.5	.10	1.6
Transportation charge	1.86	28.0	1.51	23.9
Price f.o.b. shipping point	2.32	34.9	2.30	36.3

1/ Adjusted for waste and spoilage.

Sample retail stores were grouped according to their methods of buying carrots at wholesale in Pittsburgh and Cleveland. Group I consisted of those stores whose purchases were made predominantly in carload lots. This included five chain-store units in Pittsburgh and six chain-store units in Cleveland. Group II comprised those stores whose purchases were made directly from the initial receivers 3/ in the terminal market. In the Pittsburgh study, this grouping included seven local chain-store units, but in Cleveland none of the sample stores fitted this classification. Group III consisted of stores that bought their carrots from both initial receivers and secondary handlers, 4/ but which had their own trucks pick up purchases of fresh produce. This included 12 medium-sized and large independently operated stores in Pittsburgh and five medium-sized and large independents in Cleveland. Group IV included five small independently operated stores in Pittsburgh that bought their carrots delivered-at-store from service wholesalers 5/ and trucker-jobbers. 6/ In Cleveland this grouping of the sample stores included 9 relatively small independently operated stores.

Chain stores (groups I and II in Pittsburgh and group I in Cleveland) averaged the lowest retail margin in both cities (table 8). In Pittsburgh these chain stores averaged a retail margin of $1.33 per crate for Western carrots compared to $1.52 per crate in Cleveland. This was equivalent to 21.1 and 23.1 percent of the consumer's dollar for carrots sold in these sample stores in Pittsburgh and Cleveland, respectively. Texas carrots sold by chain stores in Pittsburgh averaged a lower retail margin than those sold in Cleveland. These carrots averaged $1.18 per crate in Pittsburgh compared to $1.42 per crate in Cleveland. Chain stores in Pittsburgh during the 5 months sold 71 percent of the Western and Texas carrots sold by the sample stores, while chain stores in Cleveland sold 54.4 percent.

Medium-sized to large independent stores (group III) in both Pittsburgh and Cleveland averaged the highest percentage margin and with one exception the highest actual margin per crate for both Texas and Western carrots. This group of stores handled 23 percent of the quantity sold in Pittsburgh and 40 percent in Cleveland. The retail margin for carrots in group IV stores - those that buy from service wholesalers and trucker-jobbers - was somewhat smaller than that for group III stores, although in all cases the average selling price per crate was higher in group IV stores. This group included about 5 percent of the quantity sold by the sample stores in both cities.

3/ Initial receivers represent those wholesale handlers who receive fresh produce in carload lots. They break down the carlots into smaller units for sale to secondary handlers and to the larger stores, either chain or independ

4/ Secondary handlers represent those wholesale handlers who buy fresh produce from initial carlot receivers. They break down these purchases into smaller units. Secondary handlers may sell in less than crate lots to the smaller retail stores.

5/ Service wholesalers may include initial receivers and secondary handler who make deliveries to retail stores.

6/ Trucker-jobbers represent wholesalers who sell only from their trucks, making deliveries direct to retail stores. They have no central business offices; they combine selling, delivery, and collection in one operation.

Table 8. - Retail margin and price per crate for size 72 Western and Texas bunched carrots in sample retail stores, grouped according to methods of buying carrots at wholesale in Pittsburgh and Cleveland, average, February-June 1950

Item	Price or margin							
	Western				Texas			
	Pittsburgh		Cleveland		Pittsburgh		Cleveland	
	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value	Actual	Percentage of retail sales value
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Store group I								
Realized retail sales value	1/6.20	100.0	1/6.58	100.0	1/5.81	100.0	1/6.45	100.0
Retail margin	1.25	20.2	1.52	23.1	1.19	20.5	1.42	22.0
Delivered store price	4.95	79.8	5.06	76.9	4.62	79.5	5.03	78.0
Store group II								
Realized retail sales value	1/6.50	100.0	---	---	1/5.94	100.0	---	---
Retail margin	1.50	23.1	---	---	1.12	18.9	---	---
Delivered store price	5.00	76.9	---	---	4.82	81.1	---	---
Store group III								
Realized retail sales value	1/6.68	100.0	1/6.72	100.0	1/6.38	100.0	1/6.16	100.0
Retail margin	1.94	29.0	1.87	27.8	2.07	32.4	1.88	30.5
Delivered store price	4.74	71.0	4.85	72.2	4.31	67.6	4.28	69.5
Store group IV								
Realized retail sales value	1/7.15	100.0	1/7.13	100.0	1/7.12	100.0	1/7.24	100.0
Retail margin	1.78	24.9	1.97	27.6	1.93	27.1	1.87	25.8
Delivered store price	5.37	75.1	5.16	72.4	5.19	72.9	5.37	74.2
All stores								
Realized retail sales value	1/6.44	100.0	1/6.65	100.0	1/6.04	100.0	1/6.33	100.0
Retail margin	1.52	23.6	1.65	24.8	1.40	23.2	1.71	27.0
Delivered store price	4.92	76.4	5.00	75.2	4.64	76.8	4.62	73.0

1/ Adjusted for waste and spoilage.

Pittsburgh

From December through June, the retail margin in Pittsburgh averaged $1.87 per crate for Western carrots and $1.55 per crate for Texas carrots (table 6). These margins were realized from the sale of 70.4 bunches of Western carrots that were merchantable at retail from an original crate of 72 bunches, and of 69.6 bunches of Texas carrots from an original crate of 72 bunches (fig. 3). Waste and spoilage, as reported here, represents the throw-out loss that occurred at the retail level. This amounted to 2.20 percent of the quantity bought by the retail stores for Western carrots and 3.36 percent for carrots from Texas. The average retail margin taken by the stores for Western carrots amounted to 26 percent of the consumer's dollar and for Texas carrots to 24.6 percent. For size 72 carrots this represented a gross retail margin of 2.7 cents a bunch for those from California-Arizona and 2.2 cents a bunch for Texas carrots from December 1949 through June 1950.

The retail margin for group I stores averaged 24 percent of the consumer's dollar for Western carrots after considering waste and spoilage. This was equivalent to an actual margin of 2.4 cents a bunch (table 9). From December through June, the margin ranged from 7 to 32 percent of the consumer's dollar. Carrots from Texas in the same group of stores averaged a 23-percent margin with a monthly range from 16 to 32 percent of the consumer's dollar. This was equivalent to an actual margin of 2.0 cents a bunch for the 7 months. Group I stores accounted for 48 percent of the quantity of Western and Texas carrots sold in the sample stores. Of this total, approximately 51 percent were Western carrots.

After allowance for waste and spoilage, group II stores averaged a retail margin of 24 percent of the consumer's dollar for Western carrots and 20 percent for Texas carrots. This was equivalent to an actual margin of 2.4 cents a bunch for Western and 1.8 cents a bunch for Texas carrots. Retail margins by months for Western carrots ranged from 18 to 28 percent of the consumer's dollar; the margin for Texas carrots ranged from 16 to 26 percent. Group II stores sold about 22 percent of the quantity of bunched carrots from the three States sold in the sample stores. About 67 percent of this total was Western carrots.

The retail margin for group III stores averaged 30 and 32 percent of the consumer's dollar for Western and Texas carrots respectively. This was equivalent to an actual margin of 3.0 cents a bunch for Western and 2.8 cents a bunch for Texas carrots. The average monthly retail margin for Western carrots sold by this group of stores ranged from 24 to 35 percent of the consumer's dollar. For Texas carrots the range was from 27 to 38 percent. This group of stores handled about 23 percent of the carrots from the three States that were sold by the sample stores.

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Table 9. - Carrots, Western and Texas, Size 72: Percentage and actual retail margin per bunch, 30 retail stores grouped according to method of buying carrots, Pittsburgh, by months, December 1949-June 1950 1/

Western

Store group	Retail margin per bunch 2/															
	December		January		February		March		April		May		June		Average	
	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents
I	32	4.3	30	3.5	---	---	7	0.5	17	1.4	26	2.5	19	1.7	24	2.4
II	27	3.2	24	2.4	25	2.2	28	2.5	23	2.1	18	1.5	25	2.3	24	2.4
III	30	3.6	34	4.1	35	3.7	24	2.1	26	2.3	29	2.6	32	2.9	30	3.0
IV	30	3.8	31	3.6	36	3.5	25	2.3	21	2.2	23	2.3	26	2.5	28	3.1
All stores	30	3.8	30	3.3	30	2.9	20	1.7	21	1.8	25	2.2	24	2.1	26	2.6

Texas

I	---	---	32	3.6	23	1.9	16	1.2	22	1.8	29	2.9	32	3.0	23	2.0
II	26	2.9	26	2.5	16	1.3	21	1.6	22	1.9	24	2.3	---	---	20	1.8
III	---	---	27	2.6	35	3.3	31	2.6	31	2.6	38	3.3	---	---	32	2.8
IV	---	---	23	2.4	31	3.4	27	2.7	25	2.4	22	2.1	21	2.1	26	2.7
All stores	26	2.9	30	3.2	24	2.1	20	1.6	25	2.1	28	2.6	26	2.6	25	2.2

1/ Allowance made for waste and spoilage.
2/ Percentage margin shown as a percentage of retail selling price.

The retail margin for group IV stores averaged 28 percent of the consumer's dollar for Western and 26 percent for Texas carrots. This was equivalent to 3.1 cents a bunch for Western and 2.7 cents a bunch for Texas carrots. For Western carrots the monthly retail margin ranged from 21 to 36 percent of the consumer's dollar. For Texas carrots the range was from 21 to 31 percent. Group IV stores accounted for about 6 percent of the Western and Texas carrots sold by the sample stores.

The retail margin for Western carrots was lowest in store groups I and II. The margin averaged 24 percent of the consumer's dollar, or 2.4 cents a bunch. The margin for store groups III and IV averaged 30 and 28 percent respectively, while the actual margin averaged about 3 cents a bunch.

Retail margins for Texas carrots varied more among store groups than those for Western carrots. The 7-month average percentage margin for Texas carrots ranged from 20 to 32 percent among the four groups of stores. The range for Western carrots was from 24 to 30 percent. Margins on a dollar and cents basis were similar for groups I and II stores for both Western and Texas carrots. Likewise, groups III and IV stores had similar actual margins for carrots from the two sources.

Cleveland

The retail margin for stores in Cleveland from February through June averaged $1.65 per crate for Western and $1.71 per crate for Texas carrots (table 7). The margin for Western carrots was realized from the sale of 70.7 bunches that were salable at retail from an original crate of 72 bunches, and of 69.8 bunches of Texas carrots from an original crate of 72 bunches (fig. 4). Waste and spoilage amounted to 1.87 percent of the quantity of Western carrots bought by the retail stores and 3.04 percent of the carrots from Texas. The average retail margin taken by the stores for Western carrots amounted to 25 percent of the consumer's dollar and for Texas carrots to 27 percent. For Western carrots this represents a gross retail margin of 2.3 cents a bunch and 2.4 cents a bunch for Texas carrots from February through June.

The retail margin for group I stores averaged 23 percent of the consumer's dollar for Western carrots after considering waste and spoilage. This was equivalent to an actual margin of 2.1 cents a bunch (table 10). The margin ranged from 14 to 25 percent of the consumer's dollar from February through June. Carrots from Texas in the same group of stores averaged a 22-percent margin with a monthly range from 17 to 25 percent of the consumer's dollar. This was equivalent to an actual margin of 2.0 cents a bunch for the 5 months. Group I stores accounted for 54 percent of the quantity of Western and Texas carrots sold in the sample stores. Of this total, approximately 78 percent was Western carrots.

Table 10. - Carrots, Western and Texas, Size 72: Percentage and actual retail margin per bunch, 20 retail stores grouped according to method of buying carrots, Cleveland, by months, February-June 1950 1/

Western

Store group	Retail margin per bunch 2/											
	February		March		April		May		June		Average	
	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents	Pct.	Cents
I	14	1.3	22	2.0	25	2.3	25	2.2	24	2.2	23	2.1
III	33	3.3	30	2.8	30	2.8	28	2.6	26	2.4	28	2.6
IV	30	3.1	33	3.3	26	2.6	25	2.5	26	2.6	28	2.8
All stores	19	1.8	24	2.2	26	2.4	26	2.4	25	2.3	25	2.3

Texas

I	21	2.0	24	2.0	25	2.1	19	1.7	17	1.6	22	2.0
III	30	2.6	34	3.0	21	1.4	21	1.5	---	---	30	2.7
IV	24	2.4	26	2.8	30	3.1	33	4.5	---	---	26	2.6
All stores	26	2.4	30	2.7	24	1.8	21	1.7	17	1.6	27	2.4

1/ Allowance made for waste and spoilage.
2/ Percentage margin shown as a percentage of retail selling price.

Group III stores averaged a retail margin of 28 percent for Western carrots and 30 percent for Texas carrots. This was equivalent to an actual margin of 2.6 and 2.7 cents a bunch for Western and Texas carrots respectively. The monthly retail margin for Western carrots sold by this group of stores ranged from 26 to 33 percent of the consumer's dollar. For Texas carrots the range in percentage margin was greater -- from 21 to 34 percent. This group handled about 40 percent of the bunched carrots from the three major States of origin sold by the sample stores.

The retail margin for group IV stores averaged 28 percent of the consumer's dollar for Western carrots and 26 percent for Texas carrots. This was equivalent to 2.8 cents a bunch for Western carrots and 2.6 cents a bunch for Texas carrots. For Western carrots the monthly retail margin ranged from 25 to 33 percent, while for Texas carrots the range was 24 to 33 percent. This group of stores accounted for about 5 percent of the quantity of Western and Texas carrots sold by the sample stores in Cleveland.

Group I stores had the lowest retail margin for both Western and Texas carrots sold in the Cleveland sample stores during the 5 months -- 23 percent for Western and 22 percent for Texas. Independent stores (groups III and IV) were highest for Western carrots with a margin of about 28 percent of the consumer's dollar. Group III stores received the highest retail margin for Texas carrots, 30 percent of the consumer's dollar, while group IV stores had a margin of 26 percent. The actual margin for both Western and Texas carrots was about 2 cents a bunch in group I and about 2.7 cents in groups III and IV stores.

Wholesale Margin

In order to ascertain the margin received by wholesale handlers in Pittsburgh and Cleveland, a sample of the retail lots was traced back through the wholesale market. 7/ Complete wholesale information was obtained on approximately 15 percent of the total number of retail lots. An exception to this was Texas carrots sold in Cleveland, where the number of completed tracebacks was about 6 percent of the total number of retail lots.

The wholesale margin varied considerably between the number and type of handlers involved in selling carrots in both cities. This margin also varied a good deal within months as well as among months.

Of the 129 lots of Western carrots traced through the wholesale market in Pittsburgh, 70 percent were bought by initial receivers on an f.o.b. shipping-point basis. Commission sales made up the remainder. The same ratio holds true for the 83 lots of Texas carrots. In Cleveland 84 lots of Western carrots were traced through the wholesale market - 92 percent were f.o.b. shipping-point sales and the remainder were sold on a commission basis. Of the 13 lots of Texas carrots, 77 percent were sold f.o.b. shipping point and the remainder on a commission basis.

Although it is thought that a fairly representative sample of lots was selected for tracing through the wholesale market back to shipping point, the proportions listed above are not necessarily representative of the Pittsburgh or Cleveland wholesale markets. Many factors were beyond the control of the field enumerators. This made it impossible to obtain these data for certain of the lots selected for tracing through the wholesale market.

Initial carlot receivers, in general, made their sales in units of not less than one crate. This was not true of secondary handlers and trucker-jobbers; they sometimes sold as few as six bunches to retail stores.

7/ A lot represents a specific purchase of any quantity of a certain size of bunched carrots by a retailer from a wholesaler during a given day. Such a purchase results in an individual lot having a common State of origin, grade, size, and unit cost.

Pittsburgh

In Pittsburgh the average wholesale margin for size 72 Western carrots was 82 cents a crate, or 11.4 percent of the consumer's dollar. For Texas carrots the wholesale margin averaged 63 cents a crate, or 10 percent of the consumer's dollar (fig. 3).

Of the 129 lots of Western carrots traced through the Pittsburgh wholesale markets, 52 lots were sold directly to retailers by initial carlot receivers; 77 lots were sold to secondary handlers who in turn sold to the retail stores in the study. Initial receivers charged an average of 63 cents a crate for the 129 lots sold to both secondary handlers and retail stores. Secondary handlers took an additional margin of 55 cents a crate for the 77 lots that were sold through them. The weighted average wholesale margin for the 129 lots was 96 cents a crate. This was the equivalent of 15.4 percent of the average wholesale selling price on the delivered-at-store price to the retailer for lots traced through wholesale handlers to shipping point. When applied to the delivered-at-store price for all lots of Western carrots handled by the 30 sample retail stores during the 7 months, it resulted in an average wholesale margin of 82 cents a crate.

A similar procedure was followed for the 83 lots of Texas carrots traced through the wholesalers. Of these lots, 49 were sold directly to retailers by initial carlot receivers and 34 were sold to secondary handlers who in turn sold to the retail stores. Initial receivers charged an average of 43 cents a crate for the 83 lots traced through the wholesale market in Pittsburgh. Secondary handlers charged an additional 46 cents a crate for 34 lots that were sold through them. This amounted to a weighted average margin of 62 cents a crate. This was the equivalent of 13.2 percent of the delivered-at-store price to the retailers for the lots traced to shipping point. When applied to the delivered-at-store price for all lots of Texas carrots handled by the 30 stores during the 7 months, it resulted in an average wholesale margin of 63 cents per crate.

Cleveland

The average wholesale margin for size 72 Western carrots in Cleveland was 72 cents a crate, or 10.8 percent of the consumer's dollar. The wholesale margin for Texas carrots averaged 71 cents per crate, or 11.2 percent of the consumer's dollar (fig. 4).

Of the 84 lots of Western carrots traced through the Cleveland wholesale market, 63 were sold directly to retailers by initial receivers and 21 to secondary handlers who in turn sold to the retail stores included in the study. Initial receivers charged an average of 42 cents a crate for the 84 lots sold to both secondary handlers and retail stores. Secondary handlers took an additional margin of $1.30 per crate for the 21 lots

that were sold through them. This amounted to a weighted average wholesale margin of 75 cents a crate for the 84 lots. This was the equivalent of 14.34 percent of the average delivered-at-store price to the retailer for lots traced to shipping point. When applied to the delivered-at-store price for all lots of Western carrots handled by the 20 retail stores during the 5 months, it resulted in an average wholesale margin of 72 cents a crate.

A similar procedure was followed for the 13 lots of Texas carrots traced through the wholesalers. This resulted in a wholesale margin of 71 cents a crate for Texas carrots during the 5 months. Because of the relatively small number of Texas lots traced through the wholesale market, the margin for initial receivers and secondary handlers could not be shown separately.

Brokerage Charge

Brokerage charges for Western carrots sold in Pittsburgh averaged 1.0 percent of the consumer's dollar and for Texas carrots 0.3 percent (table 6). This was equivalent to an average of 7 cents a crate for Western and 2 cents a crate for Texas carrots on all lots traced back to shipping point. Of the 129 lots of Western carrots traced back to shipping point, 39 reported a brokerage charge and of the 83 lots of Texas carrots, 34 reported a brokerage charge. This averaged 22 cents a crate for Western carrots and 6 cents a crate for Texas carrots for lots actually reporting brokerage charges.

Brokerage charges for Western carrots in Cleveland averaged 1.5 percent of the consumer's dollar and 1.6 percent for Texas carrots (table 7) This was equivalent to an average brokerage charge of 10 cents a crate for both Western and Texas carrots on all lots traced back to shipping point. Of the 84 lots of Western carrots traced back to shipping point, 51 reported a brokerage charge that averaged 16 cents. Of the 13 lots of Texas carrots, an insufficient number reported brokerage charges for the data to be used. Included in these brokerage charges was the procurement charge made by the produce-buying subsidiaries of the chain stores studied.

Transportation Charge

The total charge for transporting Western carrots from shipping points in California and Arizona to Pittsburgh represented 27 percent of the consumer's dollar, or $1.93 per crate (table 6). For Texas carrots transportation charges represented 25 percent of the consumer's dollar, or $1.59 per crate. In Cleveland the transportation charge represented 28 and 24 percent of the consumer's dollar for Western and Texas carrots respectively (table 7). This amounted to $1.86 per crate for Western

carrots and $1.51 per crate for Texas carrots. A break-down of this margin into its component parts of freight, icing, and Federal transportation tax is shown for both Pittsburgh and Cleveland in table 11.

Table 11. - Average charge per crate for transporting size 72 Western and Texas carrots by rail from shipping points to Pittsburgh, December 1949-June 1950, and to Cleveland, February-June 1950

Item	Charge per crate							
	Pittsburgh				Cleveland			
	Western 1/		Texas 2/		Western 3/		Texas 4/	
	Actual	Percentage of total	Actual	Percentage of total	Actual	Percentage of total	Actual	Percentage of total
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Freight	1.65	85.5	1.38	86.8	1.56	83.9	1.34	88.7
Icing	.22	11.4	.16	10.1	.25	13.4	.13	8.6
Federal transportation tax	.06	3.1	.05	3.1	.05	2.7	.04	2.7
Total	1.93	100.0	1.59	100.0	1.86	100.0	1.51	100.0

1/ Based on 129 lots followed from retail store to shipping point.
2/ Based on 83 lots followed from retail store to shipping point.
3/ Based on 84 lots followed from retail store to shipping point.
4/ Based on 13 lots followed from retail store to shipping point.

The difference in transportation charges for Western and Texas carrots appeared to be reflected in the delivered-store cost price and the retail price in the Pittsburgh and Cleveland stores. In both cities the delivered-store cost price and the retail price are lower for Texas carrots by at least the amount of the difference in transportation charges. The effect of quality on this difference in price could not be ascertained in either city.

For carrots shipped to Pittsburgh from Texas, the transportation charge was 34 cents per crate lower than for Western carrots shipped from Arizona and California during the 7 months. This lower transportation charge can be compared to the lower delivered-store price and the lower retail price for Texas carrots sold in the stores during this period. The delivered-store price for Texas carrots was 56 cents per crate lower than for Western carrots while the retail price for Texas carrots was 88 cents per crate lower. The differentials in the delivered-store cost price and the retail price between the two producing areas varied considerably among months, but with few exceptions appeared to reflect the difference in the transportation charge.

In Cleveland the transportation charge for Texas carrots was 35 cents per crate lower than for Western carrots. For Texas carrots the delivered-store cost price was 38 cents per crate lower than that for Western carrots, while the retail price for Texas carrots was 32 cents per crate lower than that for Western carrots. The transportation charge may be reflected in the delivered-store cost price and the retail price in Cleveland as in Pittsburgh stores.

Shipping-Point Services and Producer's Return

As marketing charges for shipping-point services for carrots were not available, margins for grower and shipping-point services cannot be separated in these studies.

In Pittsburgh the gross margin for shipping-point services and producer's return amounts to 35 percent of the consumer's dollar for Western carrots and 40 percent for Texas carrots. This is the equivalent of $2.50 per crate for Western and $2.52 per crate for Texas carrots.

In Cleveland the gross margin for shipping-point services and producer's return amounts to 35 percent for Western and 36 percent for Texas carrots. This is the equivalent of $2.32 per crate for Western carrots and $2.30 per crate for Texas carrots.

RETAIL PRICING POLICY

Apparently the pricing policies of the retailers studied in both cities affected retail margins more than any other factor. Retail margins fluctuated considerably within individual stores as well as among stores. Whether to maintain a fixed selling price during a period of time, to adjust the selling price each time the wholesale price changes, or to adjust the selling price to meet competition, are policy decisions that continually face retailers. All these decisions cannot be discovered by measurement of the margins taken, or by variation in the selling price. It is possible, however, to learn the results of such pricing practices as they are reflected in the margins taken by retailers for their services.

In both cities the retail stores, in general, maintained no fixed selling price on either Western or Texas carrots. Neither did they maintain a uniform percentage or a fixed dollar-and-cents margin. Groups of stores in both cities differed with respect to selling prices and margins taken. Margins per crate are shown in Appendix tables 21-24.

From February through June, Texas and Western carrots in the Cleveland stores averaged a higher selling price per bunch than they did in the Pittsburgh stores. The selling price per bunch for Western and Texas carrots sold in Pittsburgh and Cleveland during the 5 months is shown by store groups in table 12.

Table 12. - Average retail price per bunch for size 72 Western and Texas carrots, by stores grouped according to method of buying carrots, Pittsburgh and Cleveland, February-June 1950

Store group	Average retail price per bunch			
	Pittsburgh		Cleveland	
	Western	Texas	Western	Texas
	Cents	Cents	Cents	Cents
I	8.8	8.3	9.3	9.2
II	9.2	8.5	---	---
III	9.5	9.2	9.5	8.8
IV	10.2	10.2	10.1	10.4
All stores	9.1	8.7	9.4	9.1

Many of the sample stores in Pittsburgh and Cleveland tried to maintain a constant percentage mark-up on most of their fresh produce; others used the fixed dollar-and-cents method. Several of these stores disregarded their stated pricing policies and priced in line with competing stores.

Pittsburgh

In Pittsburgh Western carrots sold for an average of 10 cents a bunch in groups I and II stores. Group III stores averaged 10.4 cents a bunch while group IV stores averaged the highest selling price for Western carrots during the 7 months - 11.5 cents a bunch. A similar pattern existed for Texas carrots, with store groups I and II averaging the lowest selling price, 8.9 cents a bunch, and group IV stores averaging the highest selling price for the 7 months - 10 cents a bunch.

Groups I and II stores handled more than two-thirds of their Western carrots at a margin of less than 3 cents a bunch, while groups III and IV stores handled about half of theirs at this margin. The same general relationship existed for Texas carrots sold in the Pittsburgh stores. More than three-fourths of the Texas carrots sold by the chain stores were sold at a margin of less than 3 cents a bunch; independent stores sold approximately half of their Texas carrots at this margin. The relative quantities of Western and Texas carrots that each group of stores sold at specified margins are shown in tables 13 and 14.

Table 13. - Carrots, Western, Size 72: Percentage quantity sold at actual dollar-and-cents margins, 30 retail stores grouped according to method of buying carrots, Pittsburgh, December 1949-June 1950

Gross retail margin per bunch 1/	Percentage sold by store groups				
	I	II	III	IV	All stores
Cents	Percent	Percent	Percent	Percent	Percent
Less than 0.5	11.3	3.1	0.8	0.3	5.8
0.5 - 0.9	2.7	5.2	.0	.1	2.4
1.0 - 1.4	5.1	6.2	1.5	.7	4.2
1.5 - 1.9	15.5	18.2	10.4	5.5	14.2
2.0 - 2.4	2.1	15.5	25.6	31.5	13.5
2.5 - 2.9	33.8	24.0	11.0	13.8	24.0
3.0 - 3.4	7.6	12.5	11.4	12.3	10.1
3.5 - 3.9	.0	1.7	14.2	5.2	4.6
4.0 - 4.4	4.6	5.3	4.1	6.6	4.8
4.5 - 4.9	8.4	3.4	3.7	9.4	5.9
More than 4.9	8.9	4.9	17.3	14.6	10.5
Total	100.0	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Table 14. - Carrots, Texas, Size 72: Percentage quantity sold at actual dollar-and-cents margins, 30 retail stores grouped according to method of buying carrots, Pittsburgh, December 1949-June 1950

Gross retail margin per bunch 1/	Percentage sold by store groups				
	I	II	III	IV	All stores
Cents	Percent	Percent	Percent	Percent	Percent
Less than 0.5	7.8	2.1	2.5	0.2	5.3
0.5 - 0.9	10.4	15.8	.8	.0	8.8
1.0 - 1.4	6.8	11.7	.0	2.2	6.1
1.5 - 1.9	22.9	21.7	5.1	1.7	17.8
2.0 - 2.4	20.7	16.9	24.5	33.4	21.7
2.5 - 2.9	8.4	16.7	11.8	15.5	11.0
3.0 - 3.4	5.5	6.1	19.9	30.8	10.1
3.5 - 3.9	.1	2.2	19.1	3.2	4.2
4.0 - 4.4	1.7	5.1	11.0	2.2	4.1
4.5 - 4.9	6.5	1.3	.0	4.3	4.2
More than 4.9	9.2	.4	5.3	6.5	6.7
Total	100.0	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Percentagewise, retail margins varied considerably among store groups. Groups I and III stores sold about a third of their Western carrots at a margin of less than 25 percent, while groups II and IV storessold about 45 percent of theirs at this margin. The pattern differed for Texas carrots. Store groups I and II sold about half their Texas carrots at a margin of less than 25 percent. But group III stores sold only 17 percent and group IV stores about 38 percent of their Texas carrots at this margin. That is, Texas carrots were sold at a lower margin in groups I and II than in groups III and IV stores. Western carrots, however, were sold at a lower margin in groups II and IV stores than in groups I and III stores. The relative quantities of Western and Texas carrots sold at specified percentage margins are shown in tables 15 and 16.

Cleveland

In Cleveland group I stores averaged the lowest retail price for Western carrots and group IV averaged the highest selling price. However, for Texas carrots, group III averaged the lowest selling price and group IV stores again averaged the highest selling price (table 12).

Group I stores handled more than half their Western carrots at a margin of less than 2.5 cents a bunch, while groups III and IV stores handled 27 and 39 percent of theirs, respectively, at this margin. Texas carrots followed the same general pattern as Western carrots. That is, group I stores sold about three-fifths of their Western carrots at a margin of 2.5 cents per bunch while groups III and IV stores sold about two-fifths at this margin. The relative quantities of Western and Texas carrots sold at specified margins are shown in tables 17 and 18.

As in Pittsburgh, the percentage retail margins in Cleveland varied considerably among store groups. Group I stores sold more than half their carrots at a margin of less than 25 percent. This compared with group III stores, which sold less than a fourth and group IV stores which sold 42 percent at this margin. The pattern for Texas carrots was about the same, in that group I stores sold more than half their carrots at a margin of 25 percent. Group III stores sold only 8 percent at this margin, while group IV stores sold slightly less than half at this margin. The relative quantities of Western and Texas carrots sold at specified percentage margins are shown in tables 19 and 20.

Table 15. - Carrots, Western, Size 72: Percentage quantity sold at specified percentage margins, 30 retail stores grouped according to method of buying carrots, Pittsburgh, December 1949-June 1950

Gross margin as a percentage of retail price 1/	Percentage sold by store groups				
	I	II	III	IV	All stores
Percent	Percent	Percent	Percent	Percent	Percent
Less than 5.0	11.3	3.0	0.8	0.3	5.7
5.0 - 9.9	3.1	4.0	2.5	.1	3.0
10.0 - 14.9	3.4	4.0	.0	1.0	2.5
15.0 - 19.9	9.0	14.7	4.6	3.5	9.0
20.0 - 24.9	9.6	20.1	25.8	41.1	18.4
25.0 - 29.9	31.8	33.0	21.5	15.9	28.4
30.0 - 34.9	19.0	11.0	19.5	12.5	16.8
35.0 - 39.9	9.1	6.9	9.0	17.7	9.0
40.0 - 44.9	1.8	2.8	10.1	5.2	4.5
45.0 - 49.9	1.6	.1	3.6	1.0	1.7
More than 49.9	.3	.4	2.6	1.7	1.0
Total	100.0	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Table 16. - Carrots, Texas, Size 72: Percentage quantity sold at specified percentage margins, 30 retail stores grouped according to method of buying carrots, Pittsburgh, December 1949-June 1950

Gross margin as a percentage of retail price 1/	Percentage sold by store groups				
	I	II	III	IV	All stores
Percent	Percent	Percent	Percent	Percent	Percent
Less than 5.0	7.8	0.3	2.5	0.2	5.0
5.0 - 9.9	3.7	14.9	.0	.0	4.8
10.0 - 14.9	7.3	4.7	.8	2.2	5.2
15.0 - 19.9	16.7	26.1	2.5	1.7	14.6
20.0 - 24.9	13.7	11.7	11.0	33.4	14.3
25.0 - 29.9	23.6	24.1	16.1	14.4	21.6
30.0 - 34.9	9.5	11.8	20.7	31.9	13.6
35.0 - 39.9	8.5	5.6	21.6	7.6	10.3
40.0 - 44.9	1.3	.4	15.5	8.6	4.3
45.0 - 49.9	7.1	.4	8.5	.0	5.7
More than 49.9	.8	.0	.8	.0	.6
Total	100.0	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Table 17. - Carrots, Western, Size 72: Percentage quantity sold at actual dollar-and-cents margins, 20 retail stores grouped according to method of buying carrots, Cleveland, February-June 1950

Gross retail margin per bunch 1/	Percentage sold by store groups			
	I	III	IV	All stores
Cents	Percent	Percent	Percent	Percent
Less than 0.5	0.1	0.1	0.1	0.1
0.5 - .9	1.8	.7	.2	1.4
1.0 - 1.4	9.0	1.7	2.2	6.3
1.5 - 1.9	19.6	3.4	18.6	14.3
2.0 - 2.4	25.0	21.2	18.0	23.4
2.5 - 2.9	34.6	51.5	43.2	40.5
3.0 - 3.4	8.3	16.9	1.1	10.7
3.5 - 3.9	1.0	4.0	5.4	2.2
4.0 - 4.4	.5	.3	4.7	.7
4.5 - 4.9	.0	.1	.0	.0
More than 4.9	.1	.1	6.5	.4
Total	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Table 18. - Carrots, Texas, Size 72: Percentage quantity sold at actual dollar-and-cents margins, 20 retail stores grouped according to method of buying carrots, Cleveland, February-June 1950

Gross retail margin per bunch 1/	Percentage sold by store groups			
	I	III	IV	All stores
Cents	Percent	Percent	Percent	Percent
Less than 0.5	0.0	0.0	0.7	0.1
0.5 - .9	4.7	.0	.0	1.7
1.0 - 1.4	9.5	8.2	.0	8.2
1.5 - 1.9	27.2	18.5	.3	20.6
2.0 - 2.4	18.7	12.6	41.4	16.5
2.5 - 2.9	22.3	7.4	24.3	13.9
3.0 - 3.4	17.6	25.1	2.5	21.0
3.5 - 3.9	.0	19.2	13.3	11.8
4.0 - 4.4	.0	9.0	16.9	6.2
4.5 - 4.9	.0	.0	.6	.0
More than 4.9	.0	.0	.0	.0
Total	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Table 19. - Carrots, Western, Size 72: Percentage quantity sold at specified percentage margins, 20 retail stores grouped according to method of buying carrots, Cleveland, February-June 1950

Gross margin as a percentage of retail price 1/	Percentage sold by store groups			
	I	III	IV	All stores
Percent	Percent	Percent	Percent	Percent
Less than 5.0	0.1	0.1	0.1	0.1
5 - 9.9	1.1	.0	.2	.7
10 - 14.9	7.9	.7	2.2	5.3
15 - 19.9	13.4	1.7	17.1	9.8
20 - 24.9	30.9	20.9	23.0	27.3
25 - 29.9	28.9	30.7	29.4	29.6
30 - 34.9	17.0	33.6	17.4	22.3
35 - 39.9	.6	10.6	2.6	3.9
More than 39.9	.1	1.7	8.0	1.0
Total	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.

Table 20. - Carrots, Texas, Size 72: Percentage quantity sold at specified percentage margins, 20 retail stores grouped according to method of buying carrots, Cleveland, February-June 1950

Gross margin as a percentage of retail price 1/	Percentage sold by store groups			
	I	III	IV	All stores
Percent	Percent	Percent	Percent	Percent
Less than 5.0	0.0	0.0	0.7	2/
5 - 9.9	4.5	.0	.0	1.7
10 - 14.9	.6	.0	.0	.2
15 - 19.9	21.7	7.1	.3	12.1
20 - 24.9	30.9	1.2	46.8	14.9
25 - 29.9	14.5	27.4	15.7	21.9
30 - 34.9	27.8	29.0	20.2	28.1
35 - 39.9	.0	24.3	16.3	14.8
More than 39.9	.0	11.0	.0	6.3
Total	100.0	100.0	100.0	100.0

1/ No allowance for waste and spoilage.
2/ Less than 0.1 percent.

APPENDIX

Scope and Method of Study

A sample of retail stores within the corporate limits of Pittsburgh and Cleveland was selected to provide representative retail prices for all stores having yearly sales of $35,000 or more. 8/ Trade reports have estimated that stores with sales volumes of less than $35,000 handled 12 percent or less of the fresh produce sold in the two cities.

Complete information was obtained on each lot of carrots delivered to each store in the sample from December 1949 through June 1950 in Pittsburgh and from February through June 1950 in Cleveland. This information included size, State of origin, brand, method of selling, type of container, cost price, from whom purchased, selling price, waste and spoilage, and quantity sold.

A sample of the lots of carrots for which this retail information was obtained was selected for tracing back through wholesale handlers in both cities to f.o.b. shipping point. Information was obtained from each handler on the specific sample lot with respect to price paid for the lot, quantity purchased, date of purchase, service performed, selling price, and name of seller from whom the lot was bought. In this way, a complete picture of the marketing channel was obtained for each lot in the sample and the price and margin were obtained at each point in the marketing process.

An attempt was made to obtain prices at uniform points in the marketing process. This is particularly important with respect to retail margins. The point in the marketing process at which retail stores take title to carrots may range all the way from the car door at the terminal market to the time the carrots are delivered at retail stores. When retail stores take title at car door their reported margin includes some of the expenses of the wholesale service, such as loading the truck, warehousing, delivery to retail stores, and unloading at retail stores. The retail margin, as used in this report, includes only the services provided after the carrots have been delivered to the store. To make retail margins for carrots comparable among the various stores, the cost of crates reported by the stores was adjusted to a delivered-at-store basis. An adjustment in cost was required only in the case of the chain stores. Adjustment data obtained from the chain stores in the Pittsburgh study were also applied to the Cleveland chain-store data to arrive at a delivered-at-store price.

8/ Data as to number of bunches sold may not necessarily be representative for the cities. A larger number of stores would have been required to insure representativeness for quantity data than for price data, because the variation found in store prices is less than the variation among stores in the number of bunches sold.

Retail sample stores (30 in Pittsburgh and 20 in Cleveland) were grouped according to their methods of buying carrots at wholesale. Group I consisted of those stores whose purchases were made predominantly in carload lots. This grouping included only chain stores. Group II comprised those stores whose purchases were made directly from initial receivers in the terminal market. This group included only local chain stores. (The Cleveland sample stores did not fit into this classification). Group III was comprised of stores that bought their carrots from both initial receivers and secondary handlers but which picked up their purchases of fresh produce in their own trucks. This included medium-sized and large independently operated stores. 9/ Group IV included independently operated stores that bought their carrots delivered-at-store from service wholesalers or trucker-jobbers.

In this study, the retail margin represents the difference between the realized income obtained by the retailer from the sale of a crate of carrots (after allowing for loss from waste and spoilage) and the cost of a crate to the retailer delivered-at-store. The cost price to the retailer for a crate of carrots (containing 72 bunches) was subtracted from the retail value of the carrots actually sold -- averaging 70.4 bunches per crate for Western carrots and 69.6 bunches for Texas carrots sold in Pittsburgh -- to obtain the retail margin considering waste and spoilage. For example, if a retailer should buy ten crates of carrots for $5.00 each, his cost would be $50.00. If his spoilage averaged 1.6 bunches to the crate, he would sell 70.4 bunches to the crate; a total of 704 bunches for the 10 crates. If his average retail price were 10 cents a bunch, his realized net income would be $70.40, and his margin would be $70.40 minus $50.00, or $20.40. In this example, $20.40 is the amount of money kept by the retailer to cover his costs, including the cost of waste and spoilage. 10/

The wholesale margin represents the difference between the delivered-at-store price of a crate and the cost of a crate to the initial carlot receiver, based upon a full car or truck load laid down at the terminal market in Pittsburgh or Cleveland. The transportation margin represents the difference between the price of a crate laid down at terminal market (Pittsburgh or Cleveland) and the f.o.b. shipping-point price of a crate, excluding any brokerage charges. The margin for shipping-point services and grower's return is a residual figure obtained by subtracting the average marketing charge from the retail selling price obtained in Pittsburgh or Cleveland. Retail prices were weighted by the relative sales volume obtained from the sample stores.

9/ Independently operated stores in group III obtain no reduction in price from the wholesaler as a result of hauling the produce to their stores, but they may receive some price concession on the basis of the number of crates purchased. These stores may gain some advantage in quality of purchases as a result of picking up their produce in the terminal market. There was no practicable way to make such a comparison of quality in the Pittsburgh or Cleveland studies.

10/ The above procedure is comparable to that used by the Bureau of Agricultural Economics in computing farm to retail price spreads published quarterly in the Marketing and Transportation Situation.

Table 21. - Western Carrots, Size 72: Quantity sold, retail price, and gross margin per crate, 30 retail stores grouped according to method of buying carrots, Pittsburgh, by months, December 1949-June 1950.

Item	Sales		Price per crate			Gross margin as a percentage of retail price
	Quantity	Percentage of total	Retail 1/	Cost 2/	Gross margin	
	Bunches	Percent	Dollars	Dollars	Dollars	Percent
December						
Group I	5,741	44.3	9.56	6.50	3.06	32.0
Group II	3,013	23.3	8.86	6.47	2.39	27.0
Group III	3,253	25.1	8.80	6.18	2.62	29.8
Group IV	940	7.3	9.49	6.62	2.87	30.2
All stores	12,947	100.0	9.20	6.42	2.78	30.2
January						
Group I	1,524	20.7	8.26	5.77	2.49	30.1
Group II	2,682	36.4	7.20	5.47	1.73	24.0
Group III	2,468	33.5	8.57	5.64	2.93	34.2
Group IV	690	9.4	8.68	6.03	2.65	30.5
All stores	7,364	100.0	8.02	5.64	2.38	29.7
February						
Group I	---	---	---	---	---	---
Group II	1,594	55.6	6.51	4.88	1.63	25.0
Group III	1,190	41.5	7.83	5.10	2.73	34.9
Group IV	82	2.9	7.04	4.54	2.50	35.5
All stores	2,866	100.0	7.08	4.96	2.12	29.9
March						
Group I	2,040	36.1	5.07	4.71	.36	7.1
Group II	1,227	21.8	6.75	4.88	1.87	27.7
Group III	2,039	36.1	6.43	4.88	1.55	24.1
Group IV	340	6.0	6.72	5.04	1.68	25.0
All stores	5,646	100.0	6.03	4.83	1.20	19.9
April						
Group I	3,940	46.4	5.96	4.94	1.02	17.1
Group II	2,471	29.1	6.50	4.99	1.51	23.2
Group III	1,974	23.2	6.72	5.00	1.72	25.6
Group IV	106	1.3	7.36	5.83	1.53	20.8
All stores	8,491	100.0	6.31	4.98	1.33	21.1
May						
Group I	6,035	49.4	6.74	4.99	1.75	26.0
Group II	2,567	21.0	6.23	5.14	1.09	17.5
Group III	3,147	25.8	6.20	4.40	1.80	29.0
Group IV	458	3.8	7.33	5.65	1.68	22.9
All stores	12,207	100.0	6.51	4.90	1.61	24.7
June						
Group I	6,914	52.2	6.18	5.00	1.18	19.1
Group II	2,490	18.8	6.64	5.00	1.64	24.7
Group III	3,084	23.3	6.89	4.72	2.17	31.5
Group IV	756	5.7	7.22	5.36	1.86	25.8
All stores	13,244	100.0	6.49	4.95	1.54	23.7
Dec. - June						
Group I	26,194	41.7	7.05	5.34	1.71	24.3
Group II	16,044	25.6	7.06	5.36	1.70	24.1
Group III	17,155	27.3	7.36	5.15	2.21	30.0
Group IV	3,372	5.4	8.12	5.85	2.27	28.0
All stores	62,765	100.0	7.19	5.32	1.87	26.0

1/ Amount retailer realized after allowing for waste and spoilage. Weighted average selling price can be obtained by dividing retail price for a crate by 70.4 bunches.

2/ Cost delivered at retail store.

Table 22. - Texas Carrots, Size 72: Quantity sold, retail price, and gross margin per crate, 30 retail stores grouped according to method of buying carrots, Pittsburgh, by months, December 1949-June 1950.

Item	Sales		Price per crate			Gross margin as a percentage of retail price
	Quantity	Percentage of total	Retail 1/	Cost 2/	Gross margin	
	Bunches	Percent	Dollars	Dollars	Dollars	Percent
December						
Group I	---	---	---	---	---	---
Group II	558	100.0	8.09	6.01	2.08	25.7
Group III	---	---	---	---	---	---
Group IV	---	---	---	---	---	---
All stores	558	100.0	8.09	6.01	2.08	25.7
January						
Group I	4,454	63.4	7.96	5.41	2.55	32.0
Group II	931	13.3	7.04	5.23	1.81	25.7
Group III	1,182	16.8	6.83	4.97	1.86	27.2
Group IV	454	6.5	7.23	5.57	1.66	23.0
All stores	7,021	100.0	7.60	5.33	2.27	29.9
February						
Group I	8,236	58.5	6.03	4.67	1.36	22.6
Group II	2,650	18.8	5.92	5.00	.92	15.5
Group III	2,326	16.5	6.93	4.54	2.39	34.5
Group IV	865	6.2	7.71	5.31	2.40	31.1
All stores	14,077	100.0	6.26	4.74	1.52	24.3
March						
Group I	7,780	61.3	5.37	4.51	.86	16.0
Group II	2,093	16.5	5.69	4.52	1.17	20.6
Group III	2,134	16.8	6.07	4.18	1.89	31.1
Group IV	689	5.4	6.90	5.03	1.87	27.1
All stores	12,701	100.0	5.62	4.49	1.13	20.1
April						
Group I	3,523	44.5	5.94	4.65	1.29	21.7
Group II	1,351	17.0	6.15	4.82	1.33	21.6
Group III	2,231	28.2	6.10	4.22	1.88	30.8
Group IV	817	10.3	6.90	5.17	1.73	25.1
All stores	7,922	100.0	6.12	4.61	1.51	24.7
May						
Group I	909	45.6	6.99	4.94	2.05	29.3
Group II	385	19.3	6.71	5.13	1.53	23.5
Group III	349	17.5	6.40	4.00	2.40	37.5
Group IV	350	17.6	6.63	5.20	1.43	21.6
All stores	1,993	100.0	6.77	4.86	1.91	28.2
June						
Group I	70	50.0	6.73	4.58	2.15	31.9
Group II	---	---	---	---	---	---
Group III	---	---	---	---	---	---
Group IV	70	50.0	6.96	5.50	1.46	21.0
All stores	140	100.0	6.85	5.04	1.81	26.4
Dec. - June						
Group I	24,972	56.2	6.19	4.76	1.43	23.1
Group II	7,968	18.0	6.22	4.95	1.27	20.4
Group III	8,227	18.5	6.44	4.40	2.04	31.7
Group IV	3,245	7.3	7.13	5.25	1.88	26.4
All stores	44,412	100.0	6.31	4.76	1.55	24.6

1/ Amount retailer realized after allowing for waste and spoilage. Weighted average selling price can be obtained by dividing retail price for a crate by 69.6 bunches.

2/ Cost delivered at retail store.

Table 23. - Western Carrots, Size 72: Quantity sold, retail price, and gross margin per crate, 20 retail stores grouped according to method of buying carrots, Cleveland, by months, February-June 1950.

Item	Sales		Price per crate			Gross margin as a percentage of retail price
	Quantity	Percentage of total	Retail 1/	Cost 2/	Gross margin	
	Bunches	Percent	Dollars	Dollars	Dollars	Percent
February						
Group I	3,093	71.6	6.82	5.90	0.92	13.5
Group III	742	17.2	6.96	4.64	2.32	33.3
Group IV	485	11.2	7.47	5.22	2.25	30.1
All stores	4,320	100.0	6.91	5.61	1.30	18.8
March						
Group I	8,279	75.0	6.46	5.05	1.41	21.8
Group III	2,190	19.8	6.62	4.61	2.01	30.4
Group IV	574	5.2	7.03	4.74	2.29	32.6
All stores	11,043	100.0	6.52	4.95	1.57	24.1
April						
Group I	10,189	72.6	6.53	4.91	1.62	24.8
Group III	2,955	21.0	6.75	4.74	2.01	29.8
Group IV	895	6.4	6.91	5.12	1.79	25.9
All stores	14,039	100.0	6.60	4.89	1.71	25.9
May						
Group I	10,143	56.7	6.56	4.94	1.62	24.7
Group III	7,123	39.8	6.61	4.76	1.85	28.0
Group IV	627	3.5	7.23	5.44	1.79	24.8
All stores	17,893	100.0	6.60	4.88	1.72	26.1
June						
Group I	8,836	51.4	6.67	5.09	1.58	23.7
Group III	7,783	45.2	6.82	5.08	1.74	25.5
Group IV	582	3.4	7.18	5.31	1.87	26.0
All stores	17,201	100.0	6.75	5.09	1.66	24.6
Feb. - June						
Group I	40,540	62.9	6.58	5.06	1.52	23.1
Group III	20,793	32.2	6.72	4.85	1.87	27.8
Group IV	3,163	4.9	7.13	5.16	1.97	27.6
All stores	64,496	100.0	6.65	5.00	1.65	24.8

1/ Amount retailer realized after allowing for waste and spoilage. Weighted average selling price can be obtained by dividing retail price for a crate by 70.7 bunches.

2/ Cost delivered at retail store.

Table 24. - Texas Carrots, Size 72: Quantity sold, retail price, and gross margin per crate, 20 retail stores grouped according to method of buying carrots, Cleveland, by months, February-June 1950.

Item	Sales		Price per crate			Gross margin as a percentage of retail price
	Quantity	Percentage of total	Retail 1/	Cost 2/	Gross margin	
	Bunches	Percent	Dollars	Dollars	Dollars	Percent
February						
Group I	7,461	41.2	6.60	5.19	1.41	21.4
Group III	9,493	52.4	6.25	4.39	1.86	29.8
Group IV	1,149	6.4	7.12	5.39	1.73	24.3
All stores	18,103	100.0	6.45	4.79	1.66	25.7
March						
Group I	3,429	32.3	6.21	4.73	1.48	23.8
Group III	6,759	63.8	6.30	4.18	2.12	33.7
Group IV	409	3.9	7.52	5.54	1.98	26.3
All stores	10,597	100.0	6.32	4.41	1.91	30.2
April						
Group I	420	24.0	5.97	4.46	1.51	25.3
Group III	1,047	59.9	4.85	3.83	1.02	21.0
Group IV	281	16.1	7.16	5.00	2.16	30.2
All stores	1,748	100.0	5.49	4.17	1.32	24.0
May						
Group I	211	29.2	5.97	4.84	1.13	18.9
Group III	489	67.5	5.24	4.15	1.09	20.8
Group IV	24	3.3	8.90	6.00	2.90	32.6
All stores	724	100.0	5.57	4.41	1.16	20.8
June						
Group I	70	100.0	6.58	5.48	1.10	16.7
Group III	---	---	---	---	---	---
Group IV	---	---	---	---	---	---
All stores	70	100.0	6.58	5.48	1.10	16.7
Feb. - June						
Group I	11,591	37.1	6.45	5.03	1.42	22.0
Group III	17,788	56.9	6.16	4.28	1.88	30.5
Group IV	1,863	6.0	7.24	5.37	1.87	25.8
All stores	31,242	100.0	6.33	4.62	1.71	27.0

1/ Amount retailer realized after allowing for waste and spoilage. Weighted average selling price can be obtained by dividing retail price for a crate by 69.8 bunches.

2/ Cost delivered at retail store.

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